

Lack of research and planning is one of the primary reasons businesses struggle to reach their full potential.



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The most critical part of planning is to obtain an objective, comprehensive assessment of your company's current marketing strategy.



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At Allume Digital we begin each client engagement by providing your company's top decision makers with our proprietary **Marketing Assessment.**



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Our comprehensive, objective, professional Marketing Assessment offers a deep look at:



Industry

Learn how you fit into your industry at a local, regional and national level with no bias or preconceived perceptions.



Market

Determine the markets you should be in, but aren't; the markets you may be in but shouldn't; and where you may experience the best opportunities to expand and grow.



Competition

Identify your competition, where they compete, and objectively discover how your company compares in key strategic areas.



Company

Review your company's current marketing and branding initiatives, what effect it's having on your business, what your available options are and how you could improve.



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Industry Analysis



An objective review of your industry which could help you better identify your potential customers and their specific needs.

- Key Industry Statistics
- Trends and Outlooks
- Geographic Landscape
- Industry Analysis



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Market Analysis

A review of the market segments and areas where your company's best opportunities may lie.

- Market Overviews
- Product and Service Segmentation
- Trends and Outlooks
- Barriers to Entry
- Geographic Landscape
- Allume Market Analysis Rating



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Competitive Analysis



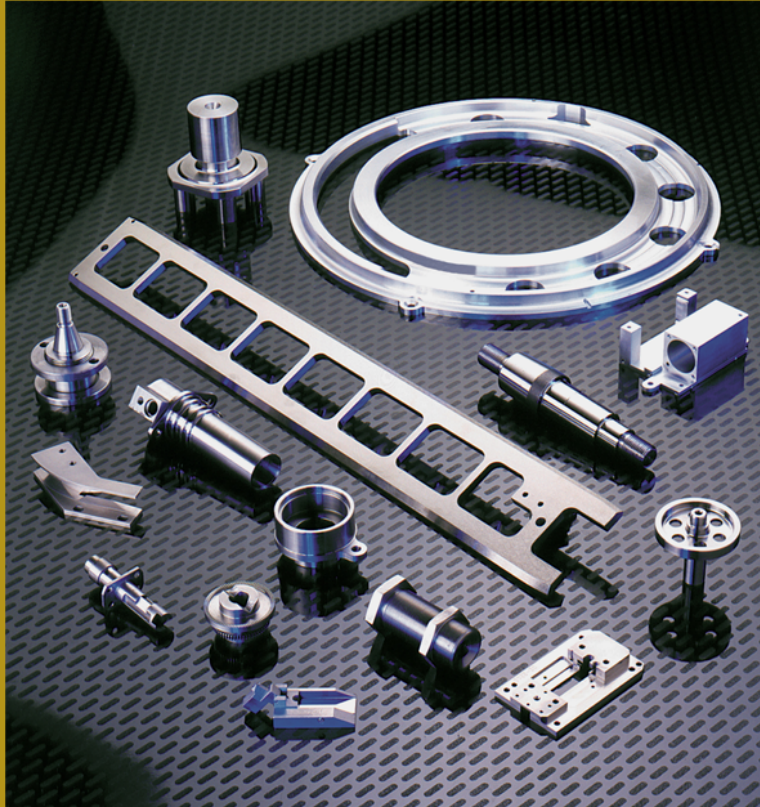
A review of who your competition may be, how they operate, what they are doing, where they are effective and where they fall short.

- Local
- Regional
- National
- International



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Company Analysis



A comprehensive evaluation of what your company is doing, where it is effective, where it is not, what it should be doing and how to do it better.

- Brand & Visual Identity Analysis
- Product/Service Analysis
- Marketing Analysis
- Customer Analysis
- SWOT Analysis



Allume Digital



Our thorough, unique and
proprietary Marketing Assessment
leads to the development and
presentation of your **Strategic
Marketing Plan.**



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Your Customized Strategic Marketing Plan may include:

Executive Summary

We start with a comprehensive summary of our research findings that captures essential elements in creating your brand and telling your story.

Channel Strategies

Integrated Campaigns

Web Marketing Strategy

Website Development

- Search Engine Optimization
- Search Engine Marketing
- Ecommerce
- Video

Social Media Marketing Strategy

Blog Development

- Social Networking
- Referral Marketing
- Video
- Mobile Applications

Marketing Communications Strategy

Communication Development

- Advertising
- Direct Marketing
- Sales Promotion
- Custom Publishing

Relationship Marketing Strategy

Presentation Development

- Speaking Engagements
- Public Relations
- Event Marketing
- Trade Shows



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TOGETHER WE

LEARN

EVOLVE

CREATE

SUCCEED

THANK YOU



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